



North Dakota Recreation & Park Association Strategic Plan 2017-2019

NDRPA Mission

Advancing parks, recreation and conservation for an enhanced quality of life in North Dakota.

NDRPA Strategic Goals

- A. Member Services: Provide training, information and networking for parks and recreation stakeholders.
 1. Offer and support professional development.
 - i. Conduct and regularly evaluate annual educational opportunities, including the state conference, playground safety course, and trails conference.
 - ii. Explore opportunities to utilize technology, such as videos and webinars, to expand training.
 - iii. Identify additional opportunities to partner with other political subdivisions, such as the HR Collaborative.
 - iv. Develop training and information for park board commissioners.
 2. Connect stakeholders in-person and online and share information, data and resources.
 - i. Publish and regularly evaluate publications, including *FOCUS* magazine, electronic newsletter and professional directory.
 - ii. Develop a more robust website for online interactions and information exchange.
 3. Provide technical assistance and outreach to small park districts.
 - i. Explore opportunities for regional meetings.
 4. Continue scholarship program for college/university students.
 5. Develop a professional mentoring program.
- B. Policy Advocacy: Represent parks and recreation interests on public policy issues.
 1. Advocate on state and federal policy issues that impact public parks, recreation and conservation.
 - i. Adopt a legislative platform prior to each state session.
 - ii. Actively engage in Parks Day at the state capitol.
 2. Support active member engagement at the state and federal level.
 - i. Distribute regular legislative updates with specific calls to action.
 - ii. Provide education on the legislative process and share opportunities for involvement.
 - iii. Set up formal and informal opportunities for professionals and policymakers to interact and build relationships.
- C. Public Outreach: Promote the benefits of parks and recreation and the importance of conservation, health and wellness, and access.
 1. Continue awards program.
 2. Identify potential partners for cross-promotion, such as tourism, health, political subdivisions, etc.
 3. Develop a public relations campaign.